To: Macleod, Stephen
From: 1610 - Buffalo ROU (BRZEZIE)
Posted: 5/16/97 14:07
Opened: 5/16/97 17:32
Subject: FWRD: FSC-81-B Addendum

Stephen, I am forwarding the following - referencing the Winston Launch Meeting - I also left a message on your desk from Dick Luongo - a hard copy of the following is being expressed mailed to arrive here on Monday - in time for the meeting on Wednesday.

========== <Forwarded Letter> ==========
From: Davis, Carla C.
To: 1610
Subject: FSC-81-B Addendum
Posted: 05/16/97 16:00
Priority: Normal

[[FSC81B1.DOC : 2898 in FSC81B1.DOC]]

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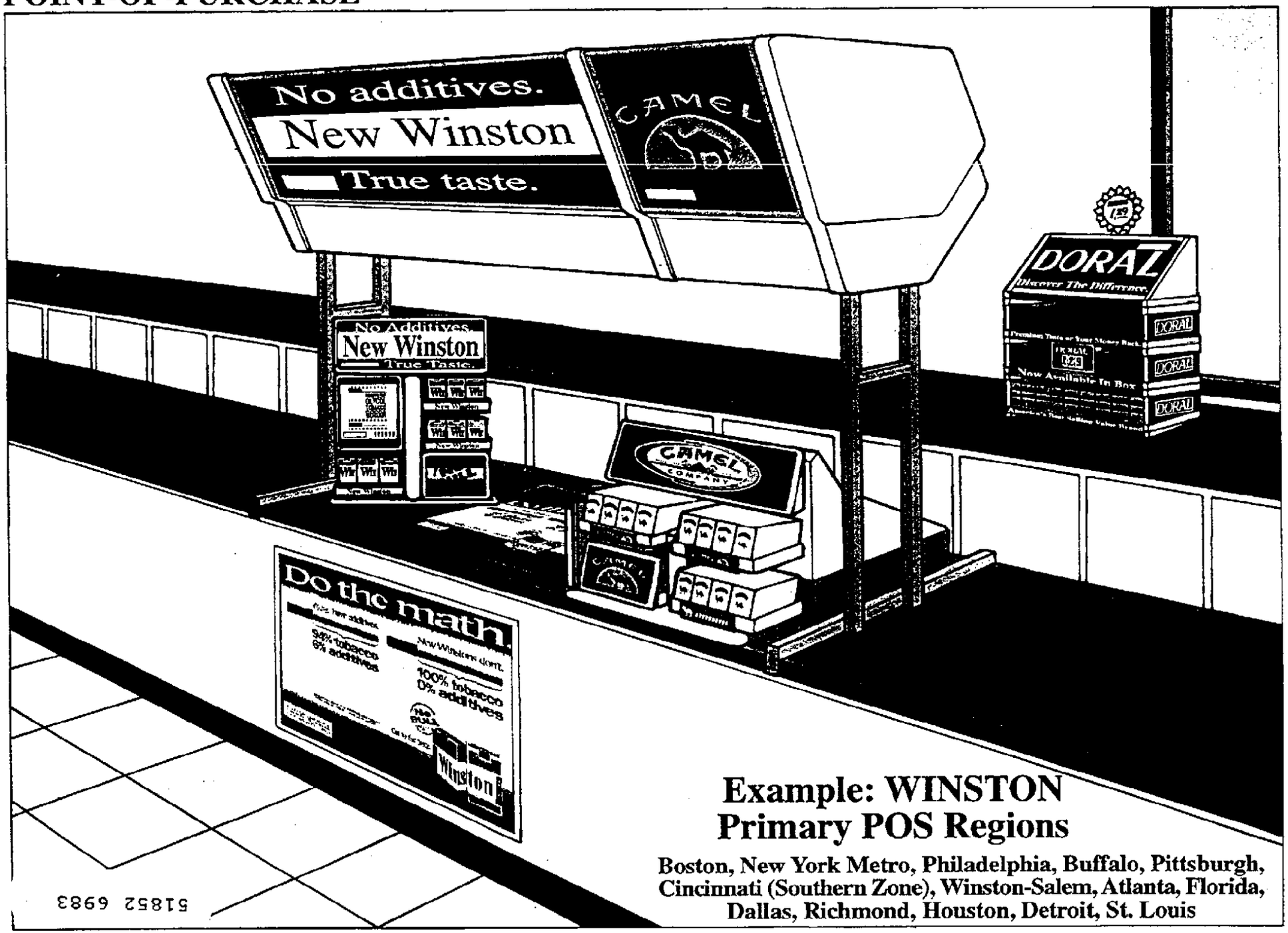
Source: https://www.industrydocuments.ucsf.edu/docs/rgnn0000

POINT-OF-PURCHASE



Example: WINSTON
Primary POS Regions

Boston, New York Metro, Philadelphia, Buffalo, Pittsburgh, Cincinnati (Southern Zone), Winston-Salem, Atlanta, Florida, Dallas, Richmond, Houston, Detroit, St. Louis

Source: https://www.industrydocuments.ucsf.edu/docs/rgnn0000

Example: WINSTON
Primary POS Regions

Boston, New York Metro, Philadelphia, Buffalo, Pittsburgh, Cincinnati (Southern Zone), Winston-Salem, Atlanta, Florida, Dallas, Richmond, Houston, Detroit, St. Louis

Camel Neon

Winston Push/Pull Decal
or
Winston In/Out Decal

Winston Business Hours Decal

Winston Window/Wall Crash Pack

Doral One Sheet with Pricer

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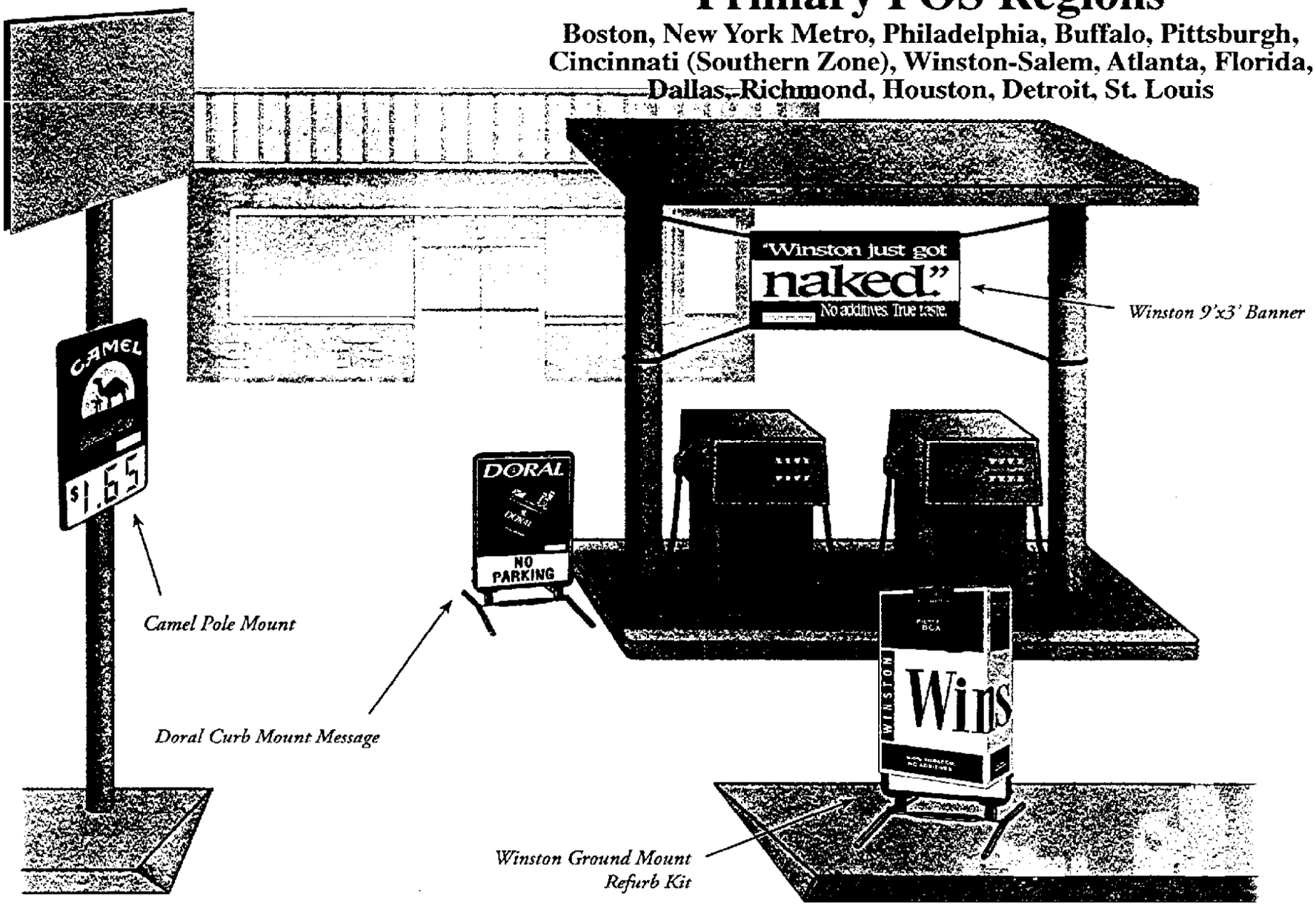
Source: https://www.industrydocuments.ucsf.edu/docs/rgnn0000

OUTSIDE

Example: WINSTON
Primary POS Regions

Boston, New York Metro, Philadelphia, Buffalo, Pittsburgh, Cincinnati (Southern Zone), Winston-Salem, Atlanta, Florida, Dallas, Richmond, Houston, Detroit, St. Louis



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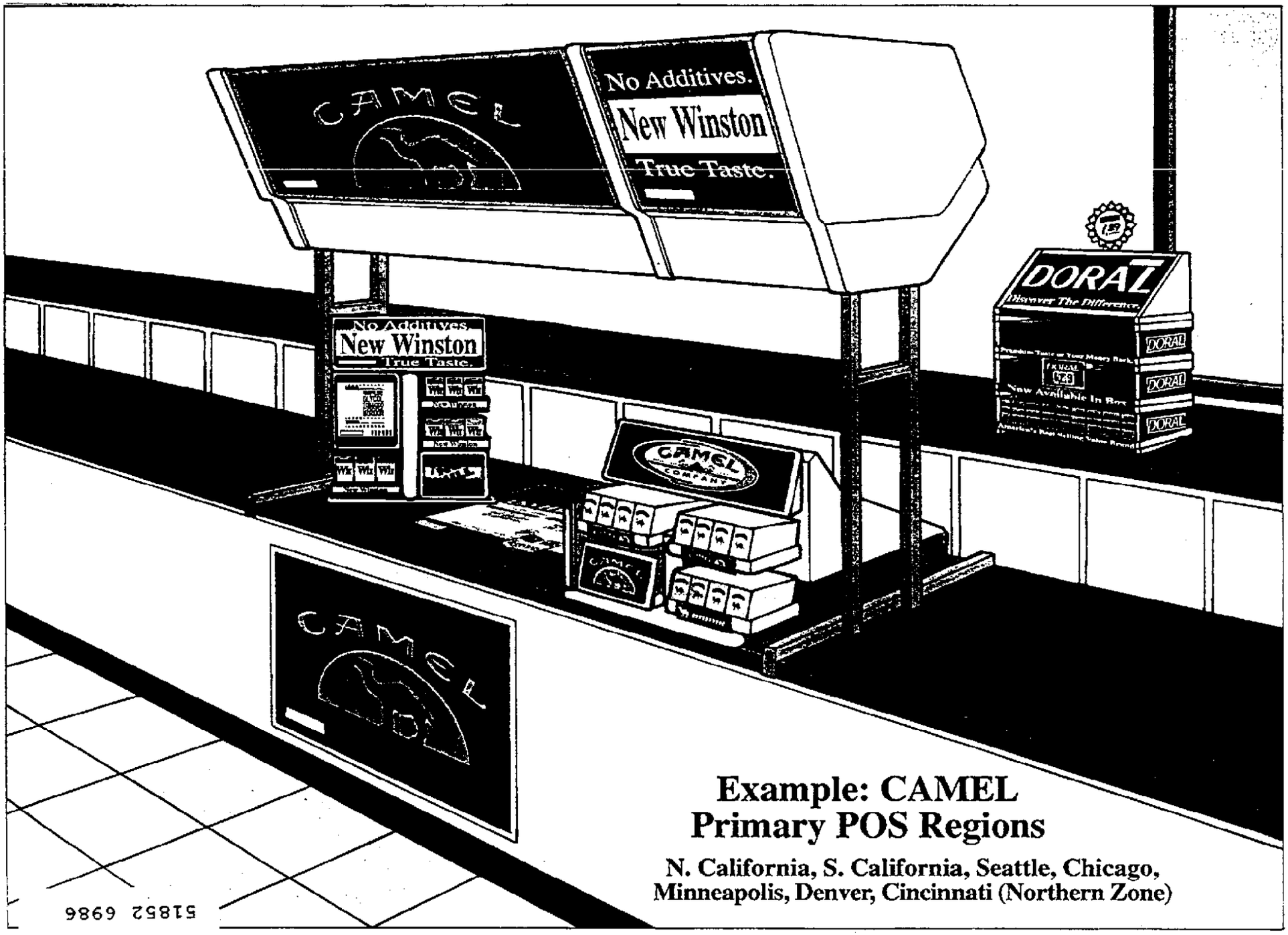
Source: https://www.industrydocuments.ucsf.edu/docs/rgnn0000

POINT-OF-PURCHASE



Example: CAMEL
Primary POS Regions

N. California, S. California, Seattle, Chicago, Minneapolis, Denver, Cincinnati (Northern Zone)

Source: https://www.industrydocuments.ucsf.edu/docs/rgnn0000

Example: CAMEL Primary POS Regions

N. California, S. California, Seattle, Chicago, Minneapolis, Denver, Cincinnati (Northern Zone)

Camel Neon

Camel Push/Pull Decal
or
Camel In/Out Decal

Camel Business Hours Decal

Winston Window/Wall Crash Pack

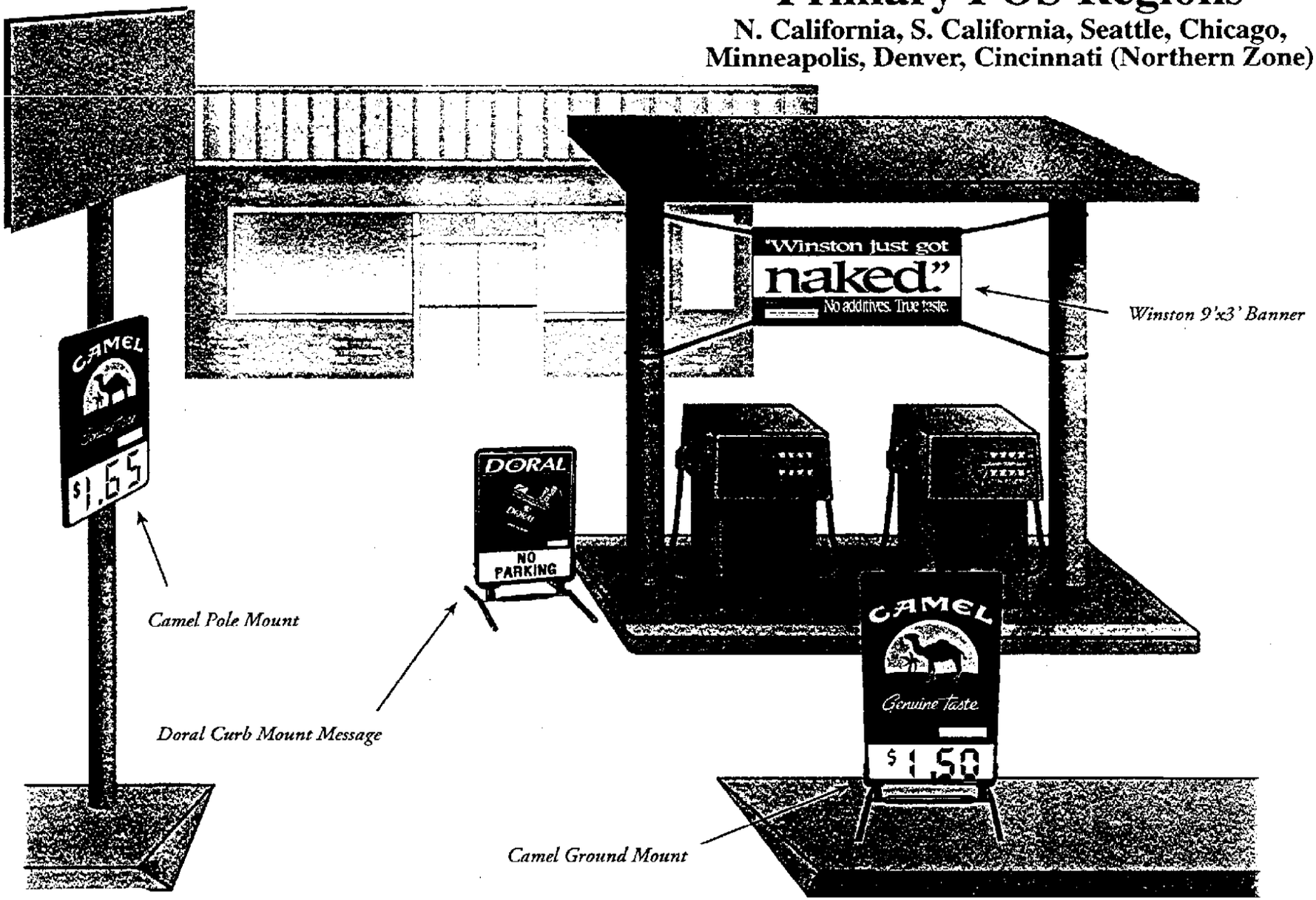
Doral One Sheet with Pricer

Source: https://www.industrydocuments.ucsf.edu/docs/rgnn0000

OUTSIDE

Example: CAMEL Primary POS Regions

N. California, S. California, Seattle, Chicago, Minneapolis, Denver, Cincinnati (Northern Zone)



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WINSTON PDI

Point of Purchase	Description	Pkg	Item #
Priority Items	Stick to Stick Change Mat	25	528140
	Stick to Stick Change Mat (Spanish)	25	528143
	Winston Tower Semi-Perm.Ctr Display	1	527603
	Winston Pack Replica Counter Display	5	530135
	"No Bull" Floor Mat	10	527573
	Winston Ceiling Logo	1	532052
	Winston 5x3 Stick to Stick Banner	10	528185
	Winston 5x3 Stick to Stick Banner (Spanish)	10	528194
Misc. Item	Winston Floor Ashtray	1	532100

Storefront	Description	Pkg	Item #
Priority Items	Winston 5x3 Attitude Banner - Period 1	10	528182
	Winston 5x3 Attitude Banner - Period 2	10	532112
Misc. Items	Large Window/Wall Pricer (V)	10	528161
	Winston Window/Wall Crash Pack	1	528155
	Business Hours Decal	25	528212
	Business Hour Open/Closed Frame Sign	10	528152
	Push/Pull Decal	50	528215
	In-Out Decal	50	528221
	Door/Window Decal	25	528203

Outside	Description	Pkg	Item #
Priority Items	Winston 9x3 Attitude Banner - Period 1	10	528173
	Winston 9x3 Attitude Banner - Period 2	10	532103
	Winston 9x3 Red,White,Red Banner (Spanish)	10	528191
	"No Bull" Metal Sign	10	531815
Misc. Item	Ground Mount Refurb Kit	1	528302

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